

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 USIA-15 RSC-01 /035 W

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R 312038Z OCT 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 3788

UNCLAS SECTION 01 OF 02 PARIS 25852

E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: GLOBAL MARKET RESEARCH: SUMMARY OF BIDS ON
LABORATORY INSTRUMENTS

REF: PARIS 23643; STATE 227711; STATE 209385;
STATE A-6864

1. THREE FIRMS HAVE SUBMITTED BIDS FOR THE SUBJECT
MARKET RESEARCH SURVEY. ONE FIRM - MARKETING PROMOTION
SERVICES - SUBMITTED BIDS ON FRANCE, BELGIUM/LUXEMBOURG,
ITALY, THE NETHERLANDS, SPAIN, THE UNITED KINGDOM, AND

2. THE MARKETING PROMOTION SERVICES (MPS) BID BREAKS
DOWN THE COST PER COUNTRY AS FOLLOWS:

FRENCH FRANCS

FRANCE	20,000
BELGIUM/LUXEMBOURG	17,500
W. GERMANY	20,000
ITALY	20,000
NETHERLANDS	17,500
SPAIN	17,500
UNITED KINGDOM	20,000
SWITZERLAND	17,500

FOR EACH COUNTRY, MPS PROPOSES TO CONDUCT 20 TO 25
PERSONAL INTERVIEWS, PLUS TELEPHONE INTERVIEWS
DISTRIBUTED AS FOLLOWS: END-USERS, 15-20; IMPORTERS,
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DISTRIBUTORS, AGENTS, 5-8; TRADE ASSOCIATIONS 3-5;

AND COSMETIC MANUFACTURING EQUIPMENT IN 1973 AND IS PRESENTLY UNDERTAKING ANOTHER SURVEY FOR THE DEPARTMENT ON AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT. PREVIOUS STUDIES CONDUCTED BY MPS IN FIELDS RELATED TO LABORATORY INSTRUMENTS INCLUDE A STUDY ON THE DISTRIBUTION NETWORK FOR ELECTRONIC EQUIPMENT OF U.S. ORIGIN FOR S.A.R.L. JIMCO IN PARIS AND A STUDY ON PROCESS CONTROL INSTRUMENTATION AND EQUIPMENT FOR TESTWELL, A PARIS AGENT. MPS STATES THAT IT WORKS CLOSELY WITH SERETE, A LEADING FRENCH ENGINEERING GROUP. CONCERNING THE MULTI-COUNTRY BID' MPS SUB-CONTRACTS WITH INTERNATIONAL SERVICES, A COMPANY OF ENGINEERING CONSULTANTS LOCATED IN BRUSSELS. TOGETHER THEY HAVE ENGLISH, GERMAN, DUTCH AND ITALIAN SUBSIDIARIES.

3. DIEBOLD EUROPE S.A. PROPOSES TO CONDUCT THE STUDY ON FRANCE ONLY FOR 22,500 FRENCH FRANCS. A MINIMUM OF 25 PERSONAL INTERVIEWS WOULD BE CONDUCTED, BROKEN DOWN RESEARCH CONTRACT FOR THE PARIS TRADE CENTER. PAST STUDIES FOR COMMERCE BY DIEBOLD INCLUDE ADVANCED BUILDING MATERIALS (1970), COMPUTERS AND RELATED EQUIPMENT (1973), AND ELECTRONIC COMPONENTS (1974); THE QUALITY RANGED FROM GOOD TO AVERAGE.

4. PLUS CONSULTANTS, THE HIGHEST BIDDER, WOULD CONDUCT THE STUDY FOR FRANCE FOR 27,500 FRENCH FRANCS. A MINIMUM OF 30 INTERVIEWS WOULD BE HELD WITH GOVERNMENT OFFICIALS, HEADS OF TRADE ASSOCIATIONS, MEMBERS OF THE PROFESSIONAL PRESS, IMPORTERS, DISTRIBUTORS, MANUFACTURERS, END-USERS, LARGE PRIVATE LABORATORIES IN KEY SECTORS, AND SPECIAL RESEARCH INSTITUTES. PLUS CONSULTANTS' 1974 MARKET RESEARCH STUDY FOR COMMERCE ON DENTAL EQUIPMENT AND SUPPLIES WAS JUDGED TO BE ONE OF THE BETTER SUBMISSIONS WHICH THE EMBASSY HAS RECEIVED RECENTLY. PREVIOUS STUDIES CONDUCTED BY PLUS CONSULTANTS IN RELATED FIELDS INCLUDE A SURVEY ON AUTOMATIC BLOOD SERUM ANALYZERS IN THE UNITED STATES, SWEDEN, GERMANY,

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FM AMEMBASSY PARIS

TO SECSTATE WASHDC 3789

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ON DIAGNOSTIC REAGENTS AND AUTOMATED CLINICAL LABORATORY INSTRUMENTS; A SURVEY ON CLINICAL LABORATORY EQUIPMENT; AND A SURVEY OF THE FRENCH MARKET FOR DIAGNOSTIC INDICATORS.

5. POST RECOMMENDATION: THE EMBASSY BELIEVES THAT ALL THREE FIRMS ARE CAPABLE OF COMPLETING THE SUBJECT STUDY FOR THE FRENCH MARKET. JUDGED ON THE BASIS OF QUALITY AND PREVIOUS EXPERIENCE, THE EMBASSY WOULD RECOMMEND AWARDED THIS CONTRACT TO PLUS CONSULTANTS, THE HIGHEST BIDDER. THEY SEEM TO HAVE A HIGHLY QUALIFIED RESEARCH STAFF, EXPERIENCE IN SEVERAL FIELDS, AND ARE WELL QUALIFIED TO CONDUCT MARKET RESEARCH. ON THE BASIS OF PRICE PLUS SATISFACTORY PAST PERFORMANCE, HOWEVER, THE DEPARTMENT MAY WISH TO AWARD THE CONTRACT FOR FRANCE TO MPS. SHOULD THE DEPARTMENT WISH TO CONSIDER MPS FOR A MULTIPLE COUNTRY STUDY, WE WOULD SUGGEST CHECKING ON THE REPUTATION OF THE BELGIUM SUBCONTRACTOR AND THE VARIOUS

6. COPIES OF BID PROPOSALS MAILED TO DEPARTMENT - ONE COPY BY AIRMAIL, ONE COPY BY AIR POUCH.
STONE.

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